

題目	探索創業型企業成長歷程—以創業行銷導向與決策邏輯間的配適觀點
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摘要	<p>本研究旨在連結行銷領域的『創業行銷導向』與策略領域的『決策邏輯』探究『創業型企業』的成長歷程。研究問題為『創業型企業』如何度過創業時期的艱辛，在每一階段持續生存並維持成長。此外，我們探索企業創業行銷導向與決策邏輯轉變交互作用與配適關係，來彌補傳統企業成長研究的缺口，包含了忽略環境限制的影響、創業型企業可能的不規則成長、缺乏一致性的觀點來建構創業型的企業成長。本研究採取『個案研究法』，進行資料分析。研究結果為創業型企業在成長歷程中的三個階段，草創期、成長期、成熟期，創業家會採取並調整創業行銷導向的活動，以實現各階段目標，如草創期以創業導向活動為重心，其後隨著市場機會增加，著重行銷導向活動之發展；在此同時，每一階段創業背景的改變，都需創業家轉變決策邏輯，來帶動創業行銷導向內涵的改變，並提升績效表現，如創業家在草創期著重即時因應的拼湊邏輯，成長期著重經驗應用的實踐邏輯，與成熟期著重全面考量的策略規劃。據此，我們也希望實務界瞭解，先天受限的創業型企業如何運用創業行銷導向搭配決策邏輯，獲致跳躍型成長至穩定發展，而不再視這些企業成長為單純運氣或幸運。</p>
關鍵字	創業行銷導向、決策邏輯轉變、創業型成長、個案研究
Title	The Relationships among Organizational Integration, Service Quality and Performance Management- A Case of Security Industry and Condominiums Administration Industry
Author	Wen-Chiung Chou
Abstract	<p>This study explores the growth of entrepreneurial firms by linking entrepreneurial marketing orientations in the marketing field and decision-making logic in the strategic field. The research question is how an entrepreneurial firm survives the hardships of its startup period and sustains a constant growth. In addition, we explore the interaction effect and alignment between entrepreneurial marketing orientations and changes in decision-making logic to address research gaps concerning the growth of traditional enterprises. These gaps include neglecting the influence of environmental limitations, potential irregular entrepreneurial growth, and a lack of consensus on topics related to the growth of entrepreneurial firms. We conduct a data analysis on a case company. The results reveal that at the three stages of the company (i.e., the startup, growth, and maturity stages), entrepreneurs typically undertake and adjust activities with entrepreneurial marketing orientations to fulfill the objectives at various stages. For example, at the startup stage, the entrepreneurs initially focus on activities with entrepreneurial orientations, followed by undertaking those with marketing orientation as market opportunities increase. In addition, when the entrepreneurial background of each stage changes, entrepreneurs need to change their decision-making logic and thereby adjust the content of entrepreneurial marketing orientation to enhance business performance. For instance, they focus on bricolage to generate immediate responses at the startup stage, emphasize effectuation for experiential applications at the growth stage, and stress strategic planning with comprehensive considerations at the maturity stage. Through this study, we hope that entrepreneurs can gain an understanding of how entrepreneurial firms with congenital limitations can use their entrepreneurial marketing orientation in combination with decision-making logic to achieve jumping growths and eventually stable instead of perceiving entrepreneurial growth as simply a matter of luck.</p>
Keywords	entrepreneurial marketing orientation, the change of decision-making logic entrepreneurial growth, case study research